After the user has purchased a portfolio of assets, it becomes necessary to monitor the health of the portfolio, which is accomplished through the portfolio monitoring tool 208. Using the tool 208, the user is presented with a graphical and textual representation of the contents of the portfolio. The visual representation allows users to easily determine the return

5   being generated by their portfolio, as well as the return being generated by individual assets within the portfolio and the distribution between asset types. Furthermore, these graphical and textual representations may be compared against investment goals derived by the system during the questionnaire process presented by the investor profile tool 202 and asset allocation tool 204.

When users feel that particular assets are not performing as expected, or that new

10   or additional financial assets are desired for purchase, the portfolio construction tool 206 may be used to buy or sell financial assets to bring their portfolio in line with their financial goals. The resultant modified portfolio is then monitored using the portfolio monitoring tool 208 to ensure that the changes are not having a deleterious effect on the portfolio as a whole. In this manner, users may monitor the performance of their financial assets in relation to their investment goals,

15   creating a completely integrated and personalized portfolio management system.

According to some embodiments, the integrated investment portfolio management system is presented as one or more graphical screens presented by the system to the client device via the device's viewer software. A screen drawing presenting the investor profile too according to one embodiment is presented in Fig. 3. The investor profile tool comprises a link bar 300

20   within its display space. This space contains links to other financial resources that may or may not be hosted by the institution hosting the integrated management system. For example, the links may be hypertext links directing the user to locations scattered across the Internet or other computer networks.

The investor profile tool also presents a series of question within its display space 302. While no actual questions are presented in the diagram, exemplary questions include questions regarding risk tolerance (e.g., "what are you most concerned about when you invest?") and time horizon (e.g., "what is your age?"). The user completes the questionnaire and the

5 "submit" button 304 is selected, which causes the system to evaluate the user's responses and store the responses and analysis as a profile. Also provided are direct links to the other tools that comprise the system including advanced asset allocation 306, portfolio construction 308, and portfolio monitoring 310.

The advanced asset allocation tool has a separate screen drawing presented in Fig.

10 4. As with the investor profile tool, the advanced asset allocation tool comprises a link bar 300 within its display space. This space contains links to other financial resources that may or may not be hosted by the institution hosting the integrated management system. The asset allocation tool receives the analyzed responses derived from the responses provided to the investor profile tool and generates one or more recommended asset allocations based on one or more risk

15 tolerances. In the example provided, asset allocations related to defensive 402 and defensive/conservative 414 risk tolerances are presented.

Accompanying each of these asset allocations is extended textual data providing the breakdown of the financial assets that comprise the asset allocation 406. Also presented are the returns for each asset allocation 408, which is derived by the system either by analyzing the

20 financial assets that comprise the asset allocation or through transfer of financial data from an affiliated financial institution. Also provided are controls to save the asset allocation as a watch list 412, which simply saves the allocation to a storage device accessible by the system, and to

select a one-click diversification 410, whereby all the assets that comprise a recommended asset allocation are purchased in a single action.

Another tool comprising the system, the portfolio construction tool, is presented in Fig. 5. Within the tool's display space is displayed both a graphical and textual representation of a currently selected portfolio 502. Also displayed is a benchmark portfolio 500 to compare the currently created portfolio against. For both the created portfolio 502 and a benchmark portfolio 500, a graphical representation of the asset allocation comprising each portfolio is presented 504.

In order to construct the portfolio by adding or removing financial assets, the user may select an asset type from the graphical presentation and instruct the system to change the assets allocated to the asset type by providing an asset identifier and purchase or sell amount. Correspondingly, a textual representation of the asset allocation 506 is provided listing the percentages allocated to each asset type. Selecting an asset type from the textual representation 506 and instructing the system to change the assets allocated to the asset type by providing an asset identifier and purchase or sell amount constructs the portfolio. Finally, the returns 508 for the currently constructed profile and benchmark are provided to the user to gain insight into the historical return for the financial assets and allocation for the constructed portfolio. The historical return data is derived by the system either by analyzing the financial assets that comprise the constructed portfolio or through transfer of financial data from an affiliated financial institution.

A screen drawing presenting the final tool comprising the system, the portfolio management tool, is presented in Fig. 6. As with the portfolio construction tool presented in Fig. 5, he portfolio management tool preferably comprises data regarding a benchmark portfolio 602